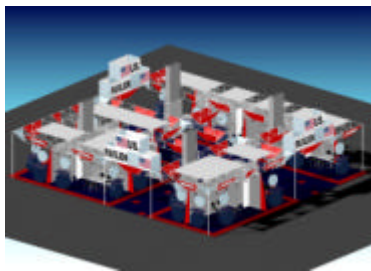




Orbit/Comdex Europe 2002 , 24-27 September 2002 Basel Exhibition – Basel / Switzerland

Number of exhibitors 2001	1,332, of which 18% from abroad
Exhibition space 2001	51,000 m ² net
Number of visitors 2001	65,000 trade visitors, of which 12% from abroad
Mission Statement	Orbit/Comdex Europe is the European meeting point of the ICT industry.
Attendee Profile	IT professionals, including buyers, system specifiers, network managers, software developers, distributors, resellers, and corporate and government decision makers.
Market Highlights	<ul style="list-style-type: none">• IT spending in Switzerland (in billions): 2000= \$11.6, 2001= \$12.7, 2002= \$13.9, 2003= \$15.3, 2004= \$16.9.*• The Western Europe IT market was estimated to be worth over \$250 billion in 1999, and is expected to maintain growth rates above 10% through 2004.*• The total market for IT products and services in Western Europe will reach \$425 billion in annual spending by 2004.* <p>*Sources: 1. National Trade Databank</p>
Technology Areas	Computers / IT-peripherals / Pre-press, digital imaging, copy, print / Mail handling, document management / Audio-visual technology / Internet / IT-security / Telecommunications / Networking / Basic software / Software applications / Services / C-technologies
Features and Benefits	<ul style="list-style-type: none">• Take advantage of a central location in the heart of Europe• Access the multibillion-dollar European market• Reach high-powered IT buyers drawn by the reputation and promotional power of Orbit/Comdex Europe• Create new joint ventures, license agreements and technology transfers.
Orbit/Comdex Europe Congress	In parallel to the exhibition, a top-grade international congress is taking place on the following current topics: «Security», «E-Mobility», «Content meets Business», «Procurement in E-Business» and «IT for Finance». The two-day trade congress provides insights into the latest developments of a sector that is rapidly changing business life with its dynamics.

Promotion	Intensive targeted direct mail; print advertising in major trade and business publications; ongoing public relations campaign; Guest Ticket program; advertising opportunities in official show publications; Orbit/Comdex Europe online homepage; billboards and banners; and more.
Partners	Orbit/Comdex Europe is being organized by MCH Basel Exhibition Ltd., a subsidiary of MCH Swiss Exhibition Ltd., the leading producer of trade fairs and conferences in Switzerland, in cooperation with Key3Media Group.
US Pavilion space costs	<p>Package A: US\$ 2,263.- * (for a 3m² workstation)</p> <p>Package B: US\$ 3,544.- * (for a 9m² shell scheme booth)</p> <p>Package C: US\$ 4,475.- * (for a 12m² shell scheme booth)</p> <p>Special: All packages include the "GoldKey Service" a US\$ 650.00 value offered by the US Commercial Service Switzerland. This service provides pre-show advertisements to Swiss IT industry contacts; pre-arranged individual business appointments during the show with prescreened and prequalified Swiss prospects interested; available market research related to your product; a business briefing on arrival; and follow up assistance after the trip. For further information see also US Pavilion Contract (Desired Participation).</p> <p>* Please note: all US\$ prices are based on an exchange rate of CHF 1.60 to 1 US\$ and are for reference only. See U.S. Pavilion Exhibitor Contract</p>



For additional information:

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International Exhibiting Assistance:

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